Descriptive Summary

Languages: English

Contributing Institution: Special Collections & Archives, UC San Diego
9500 Gilman Drive
La Jolla 92037-0175

Title: Theatre and Arts Foundation of San Diego County Records

Identifier/Call Number: MSS 0152

Physical Description: 10.92 Linear feet (26 archive boxes and 4 oversize folders)

Date (inclusive): 1947-1980

Abstract: Records of the Theatre and Arts Foundation of San Diego County, a non-profit corporation founded in 1954 to promote cultural development through educational lecture programs, special events, international friendship programs, and the performing arts, especially the La Jolla Playhouse.

Scope and Content of Collection

Records of the Theatre and Arts Foundation of San Diego County, a non-profit corporation founded in 1954 to promote cultural development through educational lecture programs, special events, international friendship programs, and the performing arts, especially the La Jolla Playhouse. Materials include correspondence with funding organizations; prominent San Diego supporters of the arts, including James S. Copley and William F. Black; and Hollywood supporters Gregory Peck, Mel Ferrer and Vincent Price. The administrative functions of the Foundation are well documented through fundraising materials for the La Jolla Playhouse; financial reports; photographs of committees, benefits, buildings and performers; project files, such as the Yokohama Friendship Commission materials; and legal documents related to incorporation and litigation. Also included are reel-to-reel sound recordings (1958-1961) of the Meet the Scientist Lecture Series, a program to encourage young people's careers in science. The bulk of the records date between 1954 and 1980, although several files relate to the early development of the La Jolla Playhouse beginning in 1947.

Arranged in nine series: 1) CORRESPONDENCE, 2) FUNDRAISING MATERIALS, 3) LEGAL MATERIALS, 4) LA JOLLA PLAYHOUSE, 5) MEET THE SCIENTIST LECTURE SERIES, 6) YOKOHAMA FRIENDSHIP COMMISSION, 7) PHOTOGRAPHS, 8) FINANCIAL MATERIALS, and 9) MISCELLANEOUS MATERIALS.

Historical Background

The La Jolla Playhouse was established in the spring of 1947 by Hollywood actors Mel Ferrer, Gregory Peck and Dorothy McGuire under the management of producer David Selznick of the Actors Company of Hollywood. The Playhouse was created to showcase motion picture actors and actresses and to fulfill a public desire for legitimate professional theatre in San Diego. The Playhouse soon enlisted the financial sponsorship of the La Jolla Kiwanis Club. Between 1947-1954, the Playhouse featured classic and new plays, as well as modified versions of Broadway successes. Celebrities such as Vincent Price, Eva Gabor, Vivian Vance, and Charlton Heston performed on stage with the La Jolla Playhouse.

In 1954, the La Jolla-San Diego County Theatre and Arts Foundation, later renamed the Theatre and Arts Foundation of San Diego County, was incorporated to promote cultural development through the performing arts and to conduct a campaign for funds to build a performing arts center for the benefit of the community. At the time, the La Jolla Playhouse staged productions at the La Jolla High School auditorium. That same year, the Foundation was granted non-profit, tax-exempt status and assumed sponsorship of the La Jolla Playhouse. Marian Longstreth became the Foundation president and began developing a public appreciation of the arts through educational lectures, outside attractions, and a robust fundraising campaign. The Playhouse relied on local, membership and corporate donations, and, by 1961, had acquired acreage on the campus of the University of California, San Diego, to build a sizable theatre, but lacked major funding for the building.

The Theatre and Arts Foundation hosted the "Meet the Scientist" Lecture Series that featured presentations by internationally prominent local scientists to high school students, as well as the premiere showing of Gregory Peck's film "To Kill a Mockingbird". The Foundation also became involved with the Yokohama Friendship Commission of San Diego, undertaking a book exchange project and fabric exhibition with San Diego's sister city of Yokohama, Japan.

In 1978, the University of California's Board of Regents approved the new theater plans and two years later ground was broken, only after a substantial contribution from Mandell Weiss. The opening night at the new theater was June 24, 1983, thirty-six years after the first mention of the La Jolla Playhouse.

Publication Rights

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Preferred Citation

Theatre and Arts Foundation of San Diego County Records. MSS 152. Special Collections & Archives, UC San Diego.
Acquisition Information
Not Available

Restrictions
Original reel-to-reel sound recordings are restricted for preservation. Digital listening copies are available.

Digital Content
Sound recordings from this collection have been digitized and are available for listening online.

Subjects and Indexing Terms
Science
Scientists -- California -- San Diego
Theater -- California -- San Diego
Performing arts -- California -- San Diego
Lectures and lecturing
Pigford, Thomas H.
Munk, Walter H. (Walter Heinrich), 1917-
Liebermann, L. N. (Leonard Norman), 1915-2016
La Jolla Playhouse, Inc.
Ryan, James D.
Jensen, David, 1926-
Harshbarger, F. C.
Harris, Vincent
Erickson, W. C.

CORRESPONDENCE
Scope and Content of Series
Series 1) CORRESPONDENCE: Primarily contains letters to or from Marian Longstreth, the president of the Foundation, and various board/theatre members of the community and documents the Foundation's activities and growth from 1954-1980. Arranged alphabetically.

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Box 1, Folder 4 Addressograph Multigraph Company 1966 - 1968
Box 1, Folder 5 American National Theatre and Academy 1962 - 1964
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Box 1, Folder 10 Brandt and Brandt Dramatic Department, Inc. 1960 - 1963
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**General note**

Later University of California, San Diego.
FUNDRAISING MATERIALS
La Jolla Playhouse Building Campaign

Scope and Content of Series

Series 2) FUNDRAISING MATERIALS. Arranged in five subseries: A) La Jolla Playhouse Building Campaign, B) Committees, C) Donor Contributions, D) Events and Benefits, and E) Marketing.

Both the Building Campaign and Donor Contributions subseries document fundraising specifically for the new theatre building. Included are pledge solicitation letters, prospective donor lists by region, reports, and brochures illustrating the building model and site.

The Events and Benefits subseries contains subject files on actual fundraising benefits, including programs and expense reports. The Committees subseries documents the activity of the subcommittees organized to support fundraising events.

The Marketing subseries contains files from public relations promotion companies and fundraising recommendation documents.

La Jolla Playhouse Building Campaign

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Box 5, Folder 10
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Prospect lists - Coronado, Chula Vista, Del Mar, El Cajon, Encinitas, Escondido, and Fallbrook-Bonsall 1959

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Committee on Arts and Lectures 1961

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**LEGAL MATERIALS**

**Scope and Content of Series**

Series 3) LEGAL MATERIALS: Documents concerning the operational structure of the Foundation and largely relate to theatre property negotiations. Arranged in four subseries: A) Articles of Incorporation and Bylaws, B) Litigation Documents, C) Litigation Invoices, and D) Miscellaneous Materials.

The Articles of Incorporation and Bylaws subseries contains legal documents outlining the mission statement and purpose of the Foundation, as well as the verification of the status and organizational responsibilities.

The remaining subseries, Litigation Documents, Litigation Invoices, and Miscellaneous Materials contain legal documents prepared by Sullivan, Jones and Archer and other attorneys negotiating the property development for the La Jolla Playhouse.

**Articles of Incorporation and Bylaws**
LA JOLLA PLAYHOUSE
Scope and Content of Series
Series 4) LA JOLLA PLAYHOUSE. Arranged in four subseries: A) Apprenticeships, B) Children's Programs, C) School of Drama, and D) Season Productions.
The bulk of material documents the Playhouse's educational outreach programs, including the School of Drama. The School of Drama was created to give young performers theatre training by providing opportunities in acting, dance, and movement classes. Materials also include the seasonal production programs and flyers, invitations, and performer correspondence produced between 1947 and 1966.

Apprenticeships

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Apprenticeships - Applications and contracts 1960 - 1964

Children's Programs

Box 12, Folder 8
Brochures and correspondence 1960 - 1961
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Five Hundred Hats of Bartholomew Cubbins 1957 - 1958

School of Drama

Box 12, Folder 10
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Faculty biographies 1957
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Season One 1957
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Season Three 1959
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Season Productions

Box 13, Folder 9  Season One Mock-up Program 1947
Box 13, Folder 10  Season Programs 1947 - 1960
Box 13, Folder 11  Season subscriber letters 1950 - 1965
Box 13, Folder 12  Season ticket sale summaries 1955 - 1964
Box 13, Folder 13  Season subscriber summary lists 1956 - 1964
Box 13, Folder 14  Comedy in Music (Victor Borge) 1957
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Box 13, Folder 16  Gauguin - Paradise Lost and Found with Vincent Price 1958 - 1964
Box 13, Folder 17  Music Man 1958
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Box 14, Folder 6  Season Program Publisher 1960 - 1961
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Box 14, Folder 9  Fall Festival - Gate of Hell 1962
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Box 14, Folder 11  Sahm-Chun-Li Dancers and Korean Musicians 1963
Box 14, Folder 12  Sahm-Chun-Li Dancers and Korean Musicians 1964
Box 14, Folder 13  Season Subscriber Seating Chart at La Jolla High School

MEET THE SCIENTIST LECTURE SERIES

Scope and Content of Series

Series 5) MEET THE SCIENTIST LECTURE SERIES: Contains reel-to-reel sound recordings, slides, and a small amount of notes of selected lectures given at San Diego high schools by local scientists between 1958 and 1961. Many of the scientists represented in the collections were researchers at Gulf Atomic, General Dynamics/Convair or the Scripps Institution of Oceanography. The sound recordings have been digitized. Arranged chronologically.

Box 15, Folder 1 List of lectures  
Box 15, Folder 2 Puzzles in Science - Lecture by Edward Teller 1958 February 6
Box 15, Folder 3 Puzzles in Science - Lecture transcript and notes by Edward Teller 1958 February 6
Oversize OM-3, Folder 5 Puzzles in Science - Lecture by Edward Teller 1958 February 6
Box 15, Folder 4 How Do We Know There Are Atoms? - Lecture by Park Miller, Jr. 1958 April 19
Box 15, Folder 5 Radioactivity and the Constitution of Matter - Lecture by Robert Duffield 1958 May 10
Box 15, Folder 6 The Wobbling Earth - Lecture by Walter Munk 1958 May 24
Box 15, Folder 7 Mysteries of Silent Sound - Lecture by Leonard N. Liebermann 1958 June 7
Box 15, Folder 8 The Physics of Interplanetary Space - Lecture by John W. Bond 1958 October 9
Box 16, Folder 1 Celestial Mechanics: Stars, Planets, Satellites and Relativity - Lecture by A. R. Hochstim 1958 October 23
Box 16, Folder 2 A. R. Hochstim slides 1958 October 23
Box 16, Folder 3 Erosion and Evaporation of Meteors and Satellites - Lecture by David B. Medved 1958 November 6
Box 16, Folder 4 David B. Medved slides 1958 November 6
Astrophysics: How and Why Stars Burn - Lecture by Charles W. Cook 1958 November 2  
https://library.ucsd.edu/dc/object/bb9184389g

Charles W. Cook slides 1958 November 20

Rockets and Space Research - Lecture by F. C. Harshbarger 1958 December 11
https://library.ucsd.edu/dc/object/bb62492073

F. C. Harshbarger slides 1958 December 11

Application of Theory of Relativity - Lecture by Edward C. Creutz 1959 February 10
https://library.ucsd.edu/dc/object/bb33481593

Research on Materials for Nuclear Reactors - Lecture by Massoud Simnad 1959 February 26
https://library.ucsd.edu/dc/object/bb04129808

Conversion of Heat to Work - Lecture by William T. Furgerson 1959 March 19
https://library.ucsd.edu/dc/object/bb7477892v

The Egghead and Science - Lecture by Thomas Pigford 1959 March 31
https://library.ucsd.edu/dc/object/bb4576840d

Space Medicine - Lecture by James D. Ryan 1959 April 16
https://library.ucsd.edu/dc/object/bb16416616

Original recording includes second part of "Space Medicine" lecture; also includes lecture by W. B. Mitchell, "High Speed Aero Dynamics" (part I), 1959 May 14.

Missile and Aircraft Propulsion - Lecture notes by W. F. Radcliffe 1959 April 30

Notes consist of mimeographed equations. Also includes two photographs depicting artistic renderings of Atlas Space Station.

High Speed Aero Dynamics - Lecture by W. B. Mitchell 1959 May 14
https://library.ucsd.edu/dc/object/bb3552941n

This folder contains a recording of the second half of Mitchell's lecture; the digital file has combined both parts of the lecture into one file.

W. B. Mitchell slides 1959 May 14

Arctic Investigations - Lecture by E. C. LaFond 1959 December 2
https://library.ucsd.edu/dc/object/bb0651891m

Human Communication - Lecture by Charles T. Newton 1960 March 9
https://library.ucsd.edu/dc/object/bb7375501g

Models of the Atomic Nucleus - Lecture by Edward C. Creutz 1960 October 10
https://library.ucsd.edu/dc/object/bb4474450x

Inter-relationship of Sciences - Lecture by Chesney R. Moe 1960 October 12
https://library.ucsd.edu/dc/object/bb4133150m

Marine Ecology and the Navy - Lecture by Eric Barham 1960 October 20
https://library.ucsd.edu/dc/object/bb1197973g

Radio Astronomy - Lecture by William C. Erickson 1960 October 20
https://library.ucsd.edu/dc/object/bb24607823

Arctic Research - Lecture by Edward Little 1960 November 16
https://library.ucsd.edu/dc/object/bb5361831m

San Diego Area Geology - Lecture by Baylor Brooks 1960 December 7
https://library.ucsd.edu/dc/object/bb24607823

Marine Biology as Applied to Cardiac Research - Lecture by David Jensen 1960 December 7
https://library.ucsd.edu/dc/object/bb9525689b

Fun With Numbers - Lecture by Robert H. Harwood 1960 December 7
https://library.ucsd.edu/dc/object/bb91843909
MEET THE SCIENTIST LECTURE SERIES

Box 19, Folder 5  Cosmic Rays and Meteorites - Lecture by James R. Arnold 1961 February 8
https://library.ucsd.edu/dc/object/bb6283341d

Box 19, Folder 6  Nuclear Medicine - Lecture by W. F. Bethard 1961 February 15
https://library.ucsd.edu/dc/object/bb3348160x

Box 20, Folder 1  Search for Anti-Particles in Space - Lecture by E. W. Hones 1961 February 15
https://library.ucsd.edu/dc/object/bb0447112j

Box 20, Folder 2  Ocean Research, What, How and Why - Lecture by Leo D. Berner 1961 March 7
https://library.ucsd.edu/dc/object/bb7512020v

Box 20, Folder 3  Radiation in the Solar System - Lecture by A. E. S. Green 1961 March 8
https://library.ucsd.edu/dc/object/bb4610971d

Box 20, Folder 4  Human Vision - Lecture by Seibert Duntley 1961 March 15
https://library.ucsd.edu/dc/object/bb1675790c

Box 20, Folder 5  Logical and Illogical Mathematics - Lecture by Vincent Harris 1961 April 12
https://library.ucsd.edu/dc/object/bb13344897

YOKOHAMA FRIENDSHIP COMMISSION

Scope and Content of Series


Box 21, Folder 1-7  Bookshelves Project 1958-1967
Box 21, Folder 8  Bookshelves Project expenses 1958 - 1967
Box 21, Folder 9  Bookshelves Project name plates 1967
Box 21, Folder 10  Bookshelves Project publications lists 1958
Box 21, Folder 11, Oversize FB35611  Bookshelves Project Scrapbook 1963
Box 21, Folder 12  Committee minutes, bylaws, and reports 1957 - 1963
Box 22, Folder 1  Correspondence 1958 - 1959
Box 22, Folder 2  Correspondence 1960 - 1967
Box 22, Folder 3  Correspondence (Chuichiro Hibino) 1961 - 1967
Box 22, Folder 4  Kabuki Silk Fabric Slides
Box 22, Folder 5  Photographs
Box 22, Folder 6  Unidentified films (3)

General note
16mm single sprocket.

PHOTOGRAPHS

Scope and Content of Series

Series 7) PHOTOGRAPHS: Contains mostly black-and-white photographs of event publicity and performers. Of particular interest are photographs of La Jolla Playhouse founders Gregory Peck, Dorothy McGuire and Mel Ferrer.

Box 23, Folder 1  Architecture Committee
Box 23, Folder 2  La Jolla Playhouse Building Site 1956 - 1965
Box 23, Folder 3  La Jolla Playhouse Celebrities 1956 - 1960
Box 23, Folder 4  La Jolla Playhouse School of Drama 1958 - 1960
Box 23, Folder 5  Theatre and Arts Foundation Fundraising Benefits 1956 - 1965
Box 23, Folder 6  Theatre and Arts Foundation Women’s Committee 1965
Box 23, Folder 7  Unidentifiable transparencies
FINANCIAL MATERIALS

Scope and Content of Series


These subseries document the financial operations of the Foundation, including materials such as liability insurance documents, financial summaries, including account book ledgers, and filed tax returns from 1959-1977.

Insurance

Box 23, Folder 8 Insurance records 1958 - 1964
Box 23, Folder 9 Insurance records 1965 - 1970

Summaries

Box 23, Folder 10, Oversize FB35710 Account ledger 1954 - 1967
Box 24, Folder 1 Account ledgers 1970 - 1975
Box 24, Folder 2 Account ledgers 1976 - 1977
Box 24, Folder 3 Capital investments 1958 - 1959
Box 24, Folder 4 Fiscal statements 1958 - 1960
Box 24, Folder 5 Fiscal statements 1969
Box 24, Folder 6 Fiscal statements 1970
Box 24, Folder 7 Fiscal statements 1978 - 1979
Box 24, Folder 8 Stock holdings 1958 - 1966

Tax Records

Box 24, Folder 9 Tax exemption certificates 1954 - 1965
Box 25, Folder 1 Tax periodic reports 1970 - 1979
Box 25, Folder 2 Tax returns 1959 - 1969
Box 25, Folder 3 Tax returns 1970 - 1977

MISCELLANEOUS MATERIALS

Scope and Content of Series

Series 9) MISCELLANEOUS MATERIALS: Contains celebrity recipes, Foundation histories, theatre construction bid documents, and other memorabilia. Of particular interest is a scrapbook (1961-1967) of newspaper clippings and pasted-in memorabilia created by UC San Diego provost John Stewart.

Box 25, Folder 4 Directory of Contemporary California Composers 1961
Box 25, Folder 5 History of Theatre and Arts Foundation of San Diego County 1947 - 1977
Box 25, Folder 6 La Jolla Kiwanis Club Roster 1948
Box 25, Folder 7 La Jolla Playhouse Box Office Memorabilia 1957 - 1963
Box 26, Folder 1 La Jolla Playhouse Construction Bidding Documents - Tucker, Sadler and Associates, AIA 1980
Box 26, Folder 2 La Jolla Playhouse Construction Bidding Documents - Addendum One 1980
Box 26, Folder 3 La Jolla Playhouse Stars Cookbook recipes 1964
Box 26, Folder 4 Lists - Inventory, other theatre groups, and personnel 1959 - 1966
Box 26, Folder 5 Marian Jones Longstreth biography
Box 26, Folder 6 Michael Langham publicity 1967 - 1969
Box 26, Folder 7 Music of Merit by Western Composers 1959 - 1961
Box 26, Folder 8 Theatre and Arts Foundation - Miscellaneous publicity
Theatre and Arts Foundation scrapbook

General note
Created by John Stewart, Provost Muir College, UCSD.